

Rep Order# 9795155 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 51595

Printed: 09/28/2012 3:56 PM
Last Received: 09/28/2012 2:47 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 7

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

***** Contract Coversheet *****

V.5 9/28

SEE LNS 1-8/10-12/18-36/39-42/45-46/47-55/57-58/61-62

FOR RATE REVS

SEE LN 44 FOR REV

PREVTT=55870 - REVTT=129375 - TOTAL ADD=73505

6290 55,870
4172,505
129,375

2 of 7

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*1	TU-F,M	5A-530A	GM CINCY	:30	\$250.00	10/02-10/08	5 P3	1	5	\$1,250.00	
		V5 Rate Changed										
	*2	TU-F,M	530A-6A	GM CINCY	:30	\$250.00	10/02-10/08	5	1	5	\$1,250.00	
		V5 Rate Changed										
	*3	TU-F,M	6A-630A	GM CINCY	:30	\$325.00	10/02-10/08	5 P3	1	5	\$1,625.00	
		V5 Rate Changed										
	*4	TU-F,M	630A-7A	GM CINCY	:30	\$325.00	10/02-10/08	5	1	5	\$1,625.00	
		V5 Rate Changed										
	*5	TU-F,M	7A-730A	EARLY SHW	:30	\$190.00	10/02-10/08	5 P3	1	5	\$950.00	
		V5 Rate Changed										
	*6	TU-F,M	730A-8A	EARLY SHW	:30	\$190.00	10/02-10/08	5	1	5	\$950.00	
		V5 Rate Changed										

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	*7	TU-F,M	8A-830A	EARLY SHW	:30	\$190.00	10/02-10/08	5	P3 	1	5	\$950.00
		V5 Rate Changed										
	*8	TU-F,M	830A-9A	EARLY SHW	:30	\$190.00	10/02-10/08	5		1	5	\$950.00
		V5 Rate Changed										
	*10	SA	6A-630A	NEWS	:30	\$150.00	10/06-10/06	1	P3 	1	1	\$150.00
		V5 Rate Changed										
	*11	SA	630A-7A	NEWS	:30	\$150.00	10/06-10/06	1		1	1	\$150.00
		V5 Rate Changed										
	*12	SA	7A-730A	NEWS	:30	\$150.00	10/06-10/06	1	P3 	1	1	\$150.00
		V5 Rate Changed										
	*13	SA	730A-8A	NEWS	:30	\$150.00	10/06-10/06	1		1	1	\$150.00
		V5 Rate Changed										
	*14	SA	8A-830A	NEWS	:30	\$425.00	10/06-10/06	1	P2 	1	1	\$425.00
		V5 Rate Changed										
	*15	SA	830A-9A	NEWS	:30	\$425.00	10/06-10/06	1		1	1	\$425.00
		V5 Rate Changed										
	*16	SA	9A-930A	NEWS	:30	\$425.00	10/06-10/06	1		1	1	\$425.00
		V5 Rate Changed										
	*18	TU-F,M	9A-10A	DRS	:30	\$150.00	10/02-10/08	5	P3 	1	5	\$750.00
		V5 Rate Changed										
	*19	TU-F,M	10A-11A	ANDERSON	:30	\$150.00	10/02-10/08	5		1	5	\$750.00
		V5 Rate Changed										

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Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*20	TU-F,M	11A-12P	PRICE	:30	\$650.00	10/02-10/08	5 P2	1	5	\$3,250.00	
				V5 Rate Changed								
	*21	TU-F,M	12P-1230P	NEWS	:30	\$350.00	10/02-10/08	5 P3	1	5	\$1,750.00	
				V5 Rate Changed								
	*22	TU-F,M	1230P-130P	Y&R	:30	\$650.00	10/02-10/08	5 P2	1	5	\$3,250.00	
				V5 Rate Changed								
	*23	TU-F,M	130P-2P	B&B	:30	\$650.00	10/02-10/08	5 P2	1	5	\$3,250.00	
				V5 Rate Changed								
	*24	TU-F,M	2P-3P	TALK	:30	\$550.00	10/02-10/08	5 P2	1	5	\$2,750.00	
				V5 Rate Changed								
	*25	SA	930A-10A	NEWS	:30	\$900.00	10/06-10/06	1 P2	1	1	\$900.00	
				V5 Rate Changed								
	*26	SU	9A-930A	NEWS	:30	\$900.00	10/07-10/07	1	1	1	\$900.00	
				V5 Rate Changed								
	*27	SU	930A-10A	NEWS	:30	\$900.00	10/07-10/07	1	1	1	\$900.00	
				V5 Rate Changed								
	*28	SU	10A-1030A	NEWS	:30	\$900.00	10/07-10/07	1	1	1	\$900.00	
				V5 Rate Changed								
	*29	SU	1030A-11A	FACE NATION	:30	\$650.00	10/07-10/07	1 P2	1	1	\$650.00	
				V5 Rate Changed								
	*30	SU	11A-1130A	NEWSMAKERS	:30	\$300.00	10/07-10/07	1 P3	1	1	\$300.00	
				V5 Rate Changed								

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*31	TU-F,M	3P-4P	DEAL	:30	\$550.00	10/02-10/08	5	P2	1	5	\$2,750.00
		V5 Rate Changed										
	*32	TU-F,M	4P-430P	NEWS	:30	\$375.00	10/02-10/08	6	P3	1	6	\$2,250.00
		V5 Rate Changed										
	*33	TU-F,M	430P-5P	NEWS	:30	\$375.00	10/02-10/08	5	1	1	5	\$1,875.00
		V5 Rate Changed										
	*34	TU-F,M	5P-530P	NEWS	:30	\$525.00	10/02-10/08	6	P3	1	6	\$3,150.00
		Sales Remark: V5 RATE REV										
		V5 Rate Changed, Comment Changed										
	*35	TU-F,M	530P-6P	NEWS	:30	\$600.00	10/02-10/08	5	P3	1	5	\$3,000.00
		V5 Rate Changed										
	*36	TU-F,M	6P-630P	NEWS	:30	\$1,200.00	10/02-10/08	6	P2	1	6	\$7,200.00
		V5 Rate Changed										
	*39	TU-F,M	7P-730P	INSIDE	:30	\$1,200.00	10/02-10/08	5	P2	1	5	\$6,000.00
		V5 Rate Changed										
	*40	TU-F,M	730P-8P	ET	:30	\$1,500.00	10/02-10/08	5	P2	1	5	\$7,500.00
		V5 Rate Changed										
	*41	M	8P-9P	HIMYM/PARTNERS	:30	\$3,000.00	10/08-10/08	1	P3	1	1	\$3,000.00
		V5 Rate Changed										
	*42	TU	8P-9P	NCIS	:30	\$4,500.00	10/02-10/02	1	P2	1	1	\$4,500.00
		V5 Rate Changed										
	*44	W	830P-10P	PRES DEBATE	:30	\$7,500.00	10/03-10/03	1	P2	1	1	\$7,500.00
		Sales Remark: V5 REV										
		V5 More than 2 codes changed										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*47	F	10P-11P	BLUE BLOODS	:30	\$3,500.00	10/05-10/05	1 P2	1	1	\$3,500.00	
		V5 Rate Changed										
	*48	SA	9P-10P	CRIMETIME	:30	\$1,400.00	10/06-10/06	1 P2	1	1	\$1,400.00	
		V5 Rate Changed										
	*49	SU	7P-8P	60 MIN	:30	\$5,000.00	10/07-10/07	1 P2	1	1	\$5,000.00	
		V5 Rate Changed										
	*50	SU	8P-9P	RACE	:30	\$5,500.00	10/07-10/07	1 P2	1	1	\$5,500.00	
		V5 Rate Changed										
	*51	SU	9P-10P	GOOD WIFE	:30	\$2,400.00	10/07-10/07	1 P3	1	1	\$2,400.00	
		V5 Rate Changed										
	*52	TU-F,M	11P-1135P	NEWS	:30	\$1,100.00	10/02-10/08	5 P3	1	5	\$5,500.00	
		V5 Rate Changed										
	*53	SA	11P-1135P	NEWS	:30	\$1,100.00	10/06-10/06	1 P3	1	1	\$1,100.00	
		V5 Rate Changed										
	*54	SU	11P-1135P	NEWS	:30	\$1,100.00	10/07-10/07	1 P3	1	1	\$1,100.00	
		V5 Rate Changed										
	*55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$750.00	10/02-10/08	2 P2	1	2	\$1,500.00	
		V5 Rate Changed										
	*57	SA	1205A-105A	CRIM MINDS	:30	\$175.00	10/06-10/06	1 P3	1	1	\$175.00	
		V5 Rate Changed										

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	*58	SU	1135P-1205A	SPORTS	:30	\$750.00	10/07-10/07	1 P2	1	1	\$750.00	
			V5 Rate Changed									
	*61	SU	1P-4P	BENGALS	:30	\$9,000.00	10/07-10/07	1 P3	1	1	\$9,000.00	
			V5 Rate Changed									
	*62	SU	4P-7P	NFL	:30	\$5,000.00	10/07-10/07	1 P3	1	1	\$5,000.00	
			V5 Rate Changed									

---REPORT TOTALS---

Report Totals: 152 / \$122,375.00

---SALES MONTHLY TOTALS---

Oct 12: 167 / \$129,375.00
Sales Totals: 167 / \$129,375.00
Station Totals: 167 / \$129,375.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$479,167	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Status Returned

Traffic Order# 51595

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1 of 6

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 1-8, 10-12,18-36, 39-42,45-46, 47-55
57-58,, 61-62
pls see line 44 new rate for same mg offer.
t/r
lynda/jim

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU-F,M	5A-530A	GM CINCY	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 250.										
	*2	TU-F,M	530A-6A	GM CINCY	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 250.										
	*3	TU-F,M	6A-630A	GM CINCY	:30	\$190.00	10/02-10/08	5	1	5	\$950.00	
		Station Remark: V4 pls revise rate to 325.										
	*4	TU-F,M	630A-7A	GM CINCY	:30	\$190.00	10/02-10/08	5	1	5	\$950.00	
		Station Remark: V4 pls revise rate to 325.										
	*5	TU-F,M	7A-730A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 190.										
	*6	TU-F,M	730A-8A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 190.										

2 of 6

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*7	TU-F,M	8A-830A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 190.										
	*8	TU-F,M	830A-9A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 190.										
	*10	SA	6A-630A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revise rate to 150.										
	*11	SA	630A-7A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revise raet to 150.										
	*12	SA	7A-730A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revise rate to 150.										
	*13	SA	730A-8A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revise rate to 150.										
	*14	SA	8A-830A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revise raet to 425.										
	*15	SA	830A-9A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revie rate to 425.										
	*16	SA	9A-930A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
		Station Remark: V4 pls revie rate to 425.										
	*18	TU-F,M	9A-10A	DRS	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revise rate to 150.										
	*19	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
		Station Remark: V4 pls revies rate to 150.										

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	*20	TU-F,M	11A-12P	PRICE	:30	\$160.00	10/02-10/08	5	1	5	\$800.00	
				Station Remark: V4 pls revie rate to 650.								
	*21	TU-F,M	12P-1230P	NEWS	:30	\$150.00	10/02-10/08	5	1	5	\$750.00	
				Station Remark: V4 pls revise rate to 350.								
	*22	TU-F,M	1230P-130P	Y&R	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
				Station Remark: V4 pls revise rate to 650.								
	*23	TU-F,M	130P-2P	B&B	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
				Station Remark: V4 pls revie rate to 650.								
	*24	TU-F,M	2P-3P	TALK	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
				Station Remark: V4 pls revie rate to 550.								
	*25	SA	930A-10A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
				Station Remark: V4 pls revie rate to 900.								
	*26	SU	9A-930A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	
				Station Remark: V4 pls revise rate to 900.								
	*27	SU	930A-10A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	
				Station Remark: V4 psl revise rat to 900.								
	*28	SU	10A-1030A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	
				Station Remark: V4 pls revise rate to 900.								
	*29	SU	1030A-11A	FACE NATION	:30	\$175.00	10/07-10/07	1	1	1	\$175.00	
				Station Remark: V4 pls revise rate to 650.								
	*30	SU	11A-1130A	NEWSMAKERS	:30	\$125.00	10/07-10/07	1	1	1	\$125.00	
				Station Remark: V4 pls revise rate to 300.								

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	*31	TU-F,M	3P-4P	DEAL	:30	\$175.00	10/02-10/08	5	1	5	\$875.00	
		Station Remark: V4 pls revise rate to 550.										
	*32	TU-F,M	4P-430P	NEWS	:30	\$180.00	10/02-10/08	6	1	6	\$1,080.00	
		Station Remark: V4 pls revise rate to 375.										
	*33	TU-F,M	430P-5P	NEWS	:30	\$180.00	10/02-10/08	5	1	5	\$900.00	
		Station Remark: V4 pls revie rate to 375.										
	*34	TU-F,M	5P-530P	NEWS	:30	\$275.00	10/02-10/08	6	1	6	\$1,650.00	
		Station Remark: V4 pls revise rate to 525.										
	*35	TU-F,M	530P-6P	NEWS	:30	\$350.00	10/02-10/08	5	1	5	\$1,750.00	
		Station Remark: V4 pls revise rate to 600.										
	*36	TU-F,M	6P-630P	NEWS	:30	\$350.00	10/02-10/08	6	1	6	\$2,100.00	
		Station Remark: V4 pls revie rate to 1200.										
	*39	TU-F,M	7P-730P	INSIDE	:30	\$350.00	10/02-10/08	5	1	5	\$1,750.00	
		Station Remark: V4 pls revies rate to 1200.										
	*40	TU-F,M	730P-8P	ET	:30	\$400.00	10/02-10/08	5	1	5	\$2,000.00	
		Station Remark: V4 pls revies rate to 1500.										
	*41	M	8P-9P	HIMYM/PARTNERS	:30	\$1,900.00	10/08-10/08	1	1	1	\$1,900.00	
		Station Remark: V4 pls revise rate to 3000.										
	*42	TU	8P-9P	NCIS	:30	\$1,800.00	10/02-10/02	1	1	1	\$1,800.00	
		Station Remark: V4 pls revie rate to 4500.										
	*44	W	9P-10P	CRIM MINDS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
		Station Remark: V4 1x na 10/3 sched change mg tues 9-10p 10/2 pls revise rate to 6500. for ncis la mg										

Rep Order# 9795155 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/27/2012 9:53 AM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*47	F	10P-11P	BLUE BLOODS	:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
				Station Remark: V4 pls revise rate to 3500.								
	*48	SA	9P-10P	CRIMETIME	:30	\$450.00	10/06-10/06	1	1	1	\$450.00	
				Station Remark: V4 pls revise rate to 1400.								
	*49	SU	7P-8P	60 MIN	:30	\$1,240.00	10/07-10/07	1	1	1	\$1,240.00	
				Station Remark: V4 pls revie rate to 5000.								
	*50	SU	8P-9P	RACE	:30	\$1,100.00	10/07-10/07	1	1	1	\$1,100.00	
				Station Remark: V4 pls revie rate to 5500.								
	*51	SU	9P-10P	GOOD WIFE	:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
				Station Remark: V4 pls revie rate to 2400.								
	*52	TU-F,M	11P-1135P	NEWS	:30	\$600.00	10/02-10/08	5	1	5	\$3,000.00	
				Station Remark: V4 pls revies rate to 1100.								
	*53	SA	11P-1135P	NEWS	:30	\$600.00	10/06-10/06	1	1	1	\$600.00	
				Station Remark: V4 pls revie rate to 1100.								
	*54	SU	11P-1135P	NEWS	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
				Station Remark: V4 pls revise rate to 1100.								
	*55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$225.00	10/02-10/08	2	1	2	\$450.00	
				Station Remark: V4 pls revise rate to 750.								
	*57	SA	1205A-105A	CRIM MINDS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
				Station Remark: V4 pls revise rate to 175.								
	*58	SU	1135P-1205A	SPORTS	:30	\$175.00	10/07-10/07	1	1	1	\$175.00	
				Station Remark: V4 pls revise rate to 750.								

Rep Order# 9795155 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/27/2012 9:53 AM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Rep & Sta Revised Lines

6 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*61	SU	1P-4P	BENGALS	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
				Station Remark: V4 pls revise rate to 9000.								
	*62	SU	4P-7P	NFL	:30	\$2,600.00	10/07-10/07	1	1	1	\$2,600.00	
				Station Remark: V4 pls revise rate to 5000.								

---REPORT TOTALS---

Report Totals: 152 / \$48,870.00

---SALES MONTHLY TOTALS---

Oct 12: 167 / \$55,870.00

Sales Totals: 167 / \$55,870.00

Station Totals: 167 / \$55,870.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$206,926	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/26/2012 5:06 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
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Fax#

Agency () GMMB
3050 K ST NW
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Flight Dates 10/02/2012 - 10/08/2012
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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 44
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GM CINCY	:30	\$100.00	10/02-10/08	5 \uparrow 250	1	5	\$500.00	
	2	TU-F,M	530A-6A	GM CINCY	:30	\$100.00	10/02-10/08	5 \uparrow 250	1	5	\$500.00	
	3	TU-F,M	6A-630A	GM CINCY	:30	\$190.00	10/02-10/08	5 \uparrow 325	1	5	\$950.00	
	4	TU-F,M	630A-7A	GM CINCY	:30	\$190.00	10/02-10/08	5 \uparrow 325	1	5	\$950.00	
	5	TU-F,M	7A-730A	EARLY SHW	:30	\$100.00	10/02-10/08	5 \uparrow 190	1	5	\$500.00	
	6	TU-F,M	730A-8A	EARLY SHW	:30	\$100.00	10/02-10/08	5 \uparrow 190	1	5	\$500.00	
	7	TU-F,M	8A-830A	EARLY SHW	:30	\$100.00	10/02-10/08	5 \uparrow 190	1	5	\$500.00	
	8	TU-F,M	830A-9A	EARLY SHW	:30	\$100.00	10/02-10/08	5 \uparrow 190	1	5	\$500.00	
	9	TU-F,M	430A-459A	NEWS	:30	\$30.00	10/02-10/08	5 \checkmark	1	5	\$150.00	
	10	SA	6A-630A	NEWS	:30	\$100.00	10/06-10/06	1 \uparrow 150	1	1	\$100.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/26/2012 5:06 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

2 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	SA	630A-7A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 150	1	1	\$100.00	
	12	SA	7A-730A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 150	1	1	\$100.00	
	13	SA	730A-8A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 150	1	1	\$100.00	
	14	SA	8A-830A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 425	1	1	\$100.00	
	15	SA	830A-9A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 425	1	1	\$100.00	
	16	SA	9A-930A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 425	1	1	\$100.00	
	17	SU	430A-459A	NEWS	:30	\$25.00	10/07-10/07	1 ✓	1	1	\$25.00	
	18	TU-F,M	9A-10A	DRS	:30	\$100.00	10/02-10/08	5 ↑ 150	1	5	\$500.00	
	19	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	10/02-10/08	5 ↑ 150	1	5	\$500.00	
	20	TU-F,M	11A-12P	PRICE	:30	\$160.00	10/02-10/08	5 ↑ 650	1	5	\$800.00	
	21	TU-F,M	12P-1230P	NEWS	:30	\$150.00	10/02-10/08	5 ↑ 350	1	5	\$750.00	
	22	TU-F,M	1230P-130P	Y&R	:30	\$200.00	10/02-10/08	5 ↑ 650	1	5	\$1,000.00	
	23	TU-F,M	130P-2P	B&B	:30	\$200.00	10/02-10/08	5 ↑ 650	1	5	\$1,000.00	
	24	TU-F,M	2P-3P	TALK	:30	\$200.00	10/02-10/08	5 ↑ 550	1	5	\$1,000.00	
	25	SA	930A-10A	NEWS	:30	\$100.00	10/06-10/06	1 ↑ 900	1	1	\$100.00	
	26	SU	9A-930A	NEWS	:30	\$200.00	10/07-10/07	1 ↑ 900	1	1	\$200.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/26/2012 5:06 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

3 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	SU	930A-10A	NEWS	:30	\$200.00	10/07-10/07	1 ↑ 900	1	1	\$200.00	
	28	SU	10A-1030A	NEWS	:30	\$200.00	10/07-10/07	1 ↑ 900	1	1	\$200.00	
	29	SU	1030A-11A	FACE NATION	:30	\$175.00	10/07-10/07	1 ↑ 650	1	1	\$175.00	
	30	SU	11A-1130A	NEWSMAKERS	:30	\$125.00	10/07-10/07	1 ↑ 300	1	1	\$125.00	
	31	TU-F,M	3P-4P	DEAL	:30	\$175.00	10/02-10/08	5 ↑ 550	1	5	\$875.00	
	32	TU-F,M	4P-430P	NEWS	:30	\$180.00	10/02-10/08	6 ↑ 375	1	6	\$1,080.00	
	33	TU-F,M	430P-5P	NEWS	:30	\$180.00	10/02-10/08	5 ↑ 375	1	5	\$900.00	
	34	TU-F,M	5P-530P	NEWS	:30	\$275.00	10/02-10/08	6 ↑ 525	1	6	\$1,650.00	
	35	TU-F,M	530P-6P	NEWS	:30	\$350.00	10/02-10/08	5 ↑ 600	1	5	\$1,750.00	
	36	TU-F,M	6P-630P	NEWS	:30	\$350.00	10/02-10/08	6 ↑ 1200	1	6	\$2,100.00	
	37	SA	6P-630P	NEWS	:30	\$400.00	10/06-10/06	1 ✓	1	1	\$400.00	
	38	SU	630P-7P	NEWS	:30	\$325.00	10/07-10/07	1 ✓	1	1	\$325.00	
	39	TU-F,M	7P-730P	INSIDE	:30	\$350.00	10/02-10/08	5 ↑ 1200	1	5	\$1,750.00	
	40	TU-F,M	730P-8P	ET	:30	\$400.00	10/02-10/08	5 ↑ 1500	1	5	\$2,000.00	
	41	M	8P-9P	HIMYM/PARTNERS	:30	\$1,900.00	10/08-10/08	1 ↑ 3000	1	1	\$1,900.00	
	42	TU	8P-9P	NCIS	:30	\$1,800.00	10/02-10/02	1 ↑ 4500	1	1	\$1,800.00	
	43	TU	10P-11P	VEGAS	:30	\$1,600.00	10/02-10/02	1 ✓	1	1	\$1,600.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/26/2012 5:06 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

4 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
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Agency () GMMB
3050 K ST NW
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Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*44	W	9P-10P	CRIM MINDS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
		Station Remark: V2 1x na 10/3 sched change mg tues 9-10p 10/2 ncis LA → ↑ 6500										
	45	TH	10P-11P	ELEMENTARY	:30	\$2,000.00	10/04-10/04	1 ✓	1	1	\$2,000.00	
	46	F	8P-9P	CSI NY	:30	\$1,000.00	10/05-10/05	1 ✓	1	1	\$1,000.00	
	47	F	10P-11P	BLUE BLOODS	:30	\$900.00	10/05-10/05	1 ↑ 3500	1	1	\$900.00	
	48	SA	9P-10P	CRIMETIME	:30	\$450.00	10/06-10/06	1 ↑ 1400	1	1	\$450.00	
	49	SU	7P-8P	60 MIN	:30	\$1,240.00	10/07-10/07	1 ↑ 5000	1	1	\$1,240.00	
	50	SU	8P-9P	RACE	:30	\$1,100.00	10/07-10/07	1 ↑ 5500	1	1	\$1,100.00	
	51	SU	9P-10P	GOOD WIFE	:30	\$1,200.00	10/07-10/07	1 ↑ 2400	1	1	\$1,200.00	
	52	TU-F,M	11P-1135P	NEWS	:30	\$600.00	10/02-10/08	5 ↑ 1100	1	5	\$3,000.00	
	53	SA	11P-1135P	NEWS	:30	\$600.00	10/06-10/06	1 ↑ 1100	1	1	\$600.00	
	54	SU	11P-1135P	NEWS	:30	\$600.00	10/07-10/07	1 ↑ 1100	1	1	\$600.00	
	55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$225.00	10/02-10/08	2 ↑ 750	1	2	\$450.00	
	56	SA	1135P-1205A	BENGALS	:30	\$150.00	10/06-10/06	1 ✓	1	1	\$150.00	
	57	SA	1205A-105A	CRIM MINDS	:30	\$100.00	10/06-10/06	1 ↑ 175	1	1	\$100.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/26/2012 5:06 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
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Agency () GMMB
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Flight Dates 10/02/2012 - 10/08/2012
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Rep Firm
Sales Office () WASHINGTON
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	SU	1135P-1205A	SPORTS	:30	\$175.00	10/07-10/07	1 ↑ 750	1	1	\$175.00	
	59	SU	1205A-105A	CRIM MINDS	:30	\$100.00	10/07-10/07	1 ✓	1	1	\$100.00	
	60	SA	12P-7P	COL FTBL	:30	\$350.00	10/06-10/06	1 ✓	1	1	\$350.00	
	61	SU	1P-4P	BENGALS	:30	\$6,500.00	10/07-10/07	1 ↑ 9000	1	1	\$6,500.00	
	62	SU	4P-7P	NFL	:30	\$2,600.00	10/07-10/07	1 ↑ 500	1	1	\$2,600.00	
	63	SU	415P-5P	BENGALS POST	:30	\$900.00	10/07-10/07	1 ✓	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 167 / \$55,870.00

---SALES MONTHLY TOTALS---

Oct 12: 167 / \$55,870.00

Sales Totals: 167 / \$55,870.00

Station Totals: 167 / \$55,870.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$206,926	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/12/2012 4:25 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line 44

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TU-F,M	5A-530A	GM CINCY	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	2	TU-F,M	530A-6A	GM CINCY	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	3	TU-F,M	6A-630A	GM CINCY	:30	\$190.00	10/02-10/08	5	1	5	\$950.00	
	4	TU-F,M	630A-7A	GM CINCY	:30	\$190.00	10/02-10/08	5	1	5	\$950.00	
	5	TU-F,M	7A-730A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	6	TU-F,M	730A-8A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	7	TU-F,M	8A-830A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	8	TU-F,M	830A-9A	EARLY SHW	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	9	TU-F,M	430A-459A	NEWS	:30	\$30.00	10/02-10/08	5	1	5	\$150.00	
	10	SA	6A-630A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/12/2012 4:25 PM
Last Received: 08/23/2012 1:21 PM
Showing Buylines: All Lines

2 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	SA	630A-7A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	12	SA	7A-730A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	13	SA	730A-8A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	14	SA	8A-830A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	15	SA	830A-9A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	16	SA	9A-930A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	17	SU	430A-459A	NEWS	:30	\$25.00	10/07-10/07	1	1	1	\$25.00	
	18	TU-F,M	9A-10A	DRS	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	19	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	10/02-10/08	5	1	5	\$500.00	
	20	TU-F,M	11A-12P	PRICE	:30	\$160.00	10/02-10/08	5	1	5	\$800.00	
	21	TU-F,M	12P-1230P	NEWS	:30	\$150.00	10/02-10/08	5	1	5	\$750.00	
	22	TU-F,M	1230P-130P	Y&R	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
	23	TU-F,M	130P-2P	B&B	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
	24	TU-F,M	2P-3P	TALK	:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
	25	SA	930A-10A	NEWS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	
	26	SU	9A-930A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

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3 of 5

Station WKRC-TV CINCINNATI, OH
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Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	27	SU	930A-10A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	
	28	SU	10A-1030A	NEWS	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	
	29	SU	1030A-11A	FACE NATION	:30	\$175.00	10/07-10/07	1	1	1	\$175.00	
	30	SU	11A-1130A	NEWSMAKERS	:30	\$125.00	10/07-10/07	1	1	1	\$125.00	
	31	TU-F,M	3P-4P	DEAL	:30	\$175.00	10/02-10/08	5	1	5	\$875.00	
	32	TU-F,M	4P-430P	NEWS	:30	\$180.00	10/02-10/08	6	1	6	\$1,080.00	
	33	TU-F,M	430P-5P	NEWS	:30	\$180.00	10/02-10/08	5	1	5	\$900.00	
	34	TU-F,M	5P-530P	NEWS	:30	\$275.00	10/02-10/08	6	1	6	\$1,650.00	
	35	TU-F,M	530P-6P	NEWS	:30	\$350.00	10/02-10/08	5	1	5	\$1,750.00	
	36	TU-F,M	6P-630P	NEWS	:30	\$350.00	10/02-10/08	6	1	6	\$2,100.00	
	37	SA	6P-630P	NEWS	:30	\$400.00	10/06-10/06	1	1	1	\$400.00	
	38	SU	630P-7P	NEWS	:30	\$325.00	10/07-10/07	1	1	1	\$325.00	
	39	TU-F,M	7P-730P	INSIDE	:30	\$350.00	10/02-10/08	5	1	5	\$1,750.00	
	40	TU-F,M	730P-8P	ET	:30	\$400.00	10/02-10/08	5	1	5	\$2,000.00	
	41	M	8P-9P	HIMYM/PARTNERS	:30	\$1,900.00	10/08-10/08	1	1	1	\$1,900.00	
	42	TU	8P-9P	NCIS	:30	\$1,800.00	10/02-10/02	1	1	1	\$1,800.00	
	43	TU	10P-11P	VEGAS	:30	\$1,600.00	10/02-10/02	1	1	1	\$1,600.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

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4 of 5

Station WKRC-TV CINCINNATI, OH
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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*44	W	9P-10P	CRIM MINDS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
		Station Remark: V2 1x na 10/3 sched change mg tues 9-10p 10/2 ncir ncis										
	45	TH	10P-11P	ELEMENTARY	:30	\$2,000.00	10/04-10/04	1	1	1	\$2,000.00	
	46	F	8P-9P	CSI NY	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	47	F	10P-11P	BLUE BLOODS	:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
	48	SA	9P-10P	CRIMETIME	:30	\$450.00	10/06-10/06	1	1	1	\$450.00	
	49	SU	7P-8P	60 MIN	:30	\$1,240.00	10/07-10/07	1	1	1	\$1,240.00	
	50	SU	8P-9P	RACE	:30	\$1,100.00	10/07-10/07	1	1	1	\$1,100.00	
	51	SU	9P-10P	GOOD WIFE	:30	\$1,200.00	10/07-10/07	1	1	1	\$1,200.00	
	52	TU-F,M	11P-1135P	NEWS	:30	\$600.00	10/02-10/08	5	1	5	\$3,000.00	
	53	SA	11P-1135P	NEWS	:30	\$600.00	10/06-10/06	1	1	1	\$600.00	
	54	SU	11P-1135P	NEWS	:30	\$600.00	10/07-10/07	1	1	1	\$600.00	
	55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$225.00	10/02-10/08	2	1	2	\$450.00	
	56	SA	1135P-1205A	BENGALS	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
	57	SA	1205A-105A	CRIM MINDS	:30	\$100.00	10/06-10/06	1	1	1	\$100.00	

Rep Order# 9795155 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 51595

Printed: 09/12/2012 4:25 PM
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5 of 5

Station WKRC-TV CINCINNATI, OH
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Rep Firm
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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	SU	1135P-1205A	SPORTS	:30	\$175.00	10/07-10/07	1	1	1	\$175.00	
	59	SU	1205A-105A	CRIM MINDS	:30	\$100.00	10/07-10/07	1	1	1	\$100.00	
	60	SA	12P-7P	COL FTBLL	:30	\$350.00	10/06-10/06	1	1	1	\$350.00	
	61	SU	1P-4P	BENGALS	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	62	SU	4P-7P	NFL	:30	\$2,600.00	10/07-10/07	1	1	1	\$2,600.00	
	63	SU	415P-5P	BENGALS POST	:30	\$900.00	10/07-10/07	1	1	1	\$900.00	

---REPORT TOTALS---

Report Totals: 167 / \$55,870.00

---SALES MONTHLY TOTALS---

Oct 12: 167 / \$55,870.00

Sales Totals: 167 / \$55,870.00

Station Totals: 167 / \$55,870.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$206,926	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, September 12, 2012 10:10 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 51595

Station: WKRC-TV

Order Information:

Order #: 51595
Order Total: \$55,870.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 4 AMERICA *A
Alternate Order #: 09795155
Estimate #: *a
Flight Dates: 10/02/12 - 10/08/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (51595-44-1):

Rate: \$2,000.00
Air Date: Wed 10/03/12
Eligible Days: --W-----
Inventory Code: Wed Reg 2
Inventory Description: Wed Reg 2
Inventory Code Time: 9:00 PM-10:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

*1x Tue 9-10p
or 10/2 NMW*

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 1

10/02/12	Tuesday	5:06:55 AM	:30	\$250.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/03/12	Wednesday	5:05:42 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/04/12	Thursday	5:27:58 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/05/12	Friday	5:04:57 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/08/12	Monday	5:05:57 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
											5	
											\$1,250.00	

Line: 2

10/02/12	Tuesday	5:42:45 AM	:30	\$250.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/03/12	Wednesday	5:42:22 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/04/12	Thursday	5:51:19 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	5:42:42 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	5:42:37 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											5	
											\$1,250.00	

Line: 3

10/02/12	Tuesday	6:28:44 AM	:30	\$325.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/03/12	Wednesday	6:20:13 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/04/12	Thursday	6:28:24 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/05/12	Friday	6:05:41 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	6:04:36 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
											5	
											\$1,625.00	

Line: 4

10/02/12	Tuesday	6:35:40 AM	:30	\$325.00	OFA-12-	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/03/12	Wednesday	6:44:21 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/04/12	Thursday	6:59:25 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/05/12	Friday	6:43:31 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/08/12	Monday	6:44:11 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
											5	
											\$1,625.00	

Line: 5

10/02/12	Tuesday	7:29:26 AM	:30	\$190.00	OFA-12-	CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/03/12	Wednesday	7:29:26 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/04/12	Thursday	7:29:26 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/05/12	Friday	7:59:25 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	7:59:25 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											5	
											\$950.00	

Line: 6

10/02/12	Tuesday	7:58:56 AM	:30	\$190.00	OFA-12-	CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/03/12	Wednesday	7:59:11 AM	:30	\$190.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/04/12	Thursday	7:58:56 AM	:30	\$190.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/05/12	Friday	7:59:26 AM	:30	\$190.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	7:59:26 AM	:30	\$190.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 6

											5	
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Line: 7

10/02/12	Tuesday	3:23:45 AM	:30	\$190.00	OFA-12-	CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/03/12	Wednesday	3:19:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/04/12	Thursday	3:18:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	3:23:15 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/08/12	Monday	3:11:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH

											5	
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Line: 8

10/02/12	Tuesday	3:54:00 AM	:30	\$190.00	OFA-12-	CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/03/12	Wednesday	3:44:40 AM	:30	\$190.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/04/12	Thursday	3:53:00 AM	:30	\$190.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	3:59:26 AM	:30	\$190.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/08/12	Monday	3:54:00 AM	:30	\$190.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH

											5	
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Line: 9

10/02/12	Tuesday	4:53:24 XM	:30	\$30.00	OFA-12-	430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	4	MWASH
10/03/12	Wednesday	4:36:12 XM	:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	2	MWASH
10/04/12	Thursday	4:30:21 XM	:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	3	MWASH
10/07/12	Sunday	4:52:24 XM	:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	5	MWASH
10/08/12	Monday	4:44:33 XM	:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH

											5	
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Line: 10

10/06/12	Saturday	5:14:49 AM	:30	\$150.00		6a-8a Local 12 News S	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
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											1	
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Line: 11

10/06/12	Saturday	5:58:39 AM	:30	\$150.00		6a-8a Local 12 News S	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
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											1	
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Line: 12

10/06/12	Saturday	7:14:47 AM	:30	\$150.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
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											1	
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Line: 13

10/06/12	Saturday	7:40:18 AM	:30	\$150.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
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											1	
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Line: 14

10/06/12	Saturday	3:23:54 AM	:30	\$425.00		CBS This Morning Satu	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
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Line: 15

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51595												
Line: 15												
10/06/12	Saturday	3:40:15 AM	:30	\$425.00		CBS This Morning Satu	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
Line: 16												
10/06/12	Saturday	9:03:38 AM	:30	\$425.00		CBS This Morning Satu	(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
Line: 17												
10/07/12	Sunday	4:30:21 XM	:30	\$25.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	
Line: 18												
10/02/12	Tuesday	9:25:00 AM	:30	\$150.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/03/12	Wednesday	9:33:50 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/04/12	Thursday	9:58:26 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	9:25:00 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	9:24:30 AM	:30	\$150.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
											5	
Line: 19												
10/02/12	Tuesday	10:15:55 AM	:30	\$150.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/03/12	Wednesday	10:41:30 AM	:30	\$150.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/04/12	Thursday	10:51:50 AM	:30	\$150.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/05/12	Friday	10:15:40 AM	:30	\$150.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/08/12	Monday	10:33:05 AM	:30	\$150.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
											5	
Line: 20												
10/02/12	Tuesday	11:29:26 AM	:30	\$650.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/03/12	Wednesday	11:58:26 AM	:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/04/12	Thursday	11:29:11 AM	:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/05/12	Friday	11:58:26 AM	:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
10/08/12	Monday	11:59:26 AM	:30	\$650.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
											5	
Line: 21												
10/02/12	Tuesday	12:22:18 PM	:30	\$350.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/03/12	Wednesday	12:03:31 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/04/12	Thursday	12:14:41 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/05/12	Friday	12:27:26 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/08/12	Monday	12:15:53 PM	:30	\$350.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											5	
Line: 22												
10/02/12	Tuesday	12:58:56 PM	:30	\$650.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/03/12	Wednesday	12:58:41 PM	:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 22

10/04/12	Thursday	2:29:11 PM	:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/05/12	Friday		:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/08/12	Monday	2:58:41 PM	:30	\$650.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											5	
											\$3,250.00	

Line: 23

10/02/12	Tuesday	1:28:41 PM	:30	\$650.00	OFA-12	Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
10/03/12	Wednesday	1:28:41 PM	:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/04/12	Thursday	1:28:41 PM	:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/05/12	Friday		:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/08/12	Monday	1:28:56 PM	:30	\$650.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
											5	
											\$3,250.00	

Line: 24

10/02/12	Tuesday	2:28:56 PM	:30	\$550.00	OFA-12	The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/03/12	Wednesday	2:59:11 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
10/04/12	Thursday	2:59:11 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/05/12	Friday	2:28:41 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/08/12	Monday	2:28:41 PM	:30	\$550.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
											5	
											\$2,750.00	

Line: 25

10/06/12	Saturday	9:59:26 AM	:30	\$900.00		CBS This Morning Sat	9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
											\$900.00	

Line: 26

10/07/12	Sunday	9:17:00 AM	:30	\$900.00		CBS Sun Morning	9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
											\$900.00	

Line: 27

10/07/12	Sunday	9:53:04 AM	:30	\$900.00		CBS Sun Morning	9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
											\$900.00	

Line: 28

10/07/12	Sunday	10:28:56 AM	:30	\$900.00		CBS Sun Morning	10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
											\$900.00	

Line: 29

10/07/12	Sunday	10:59:41 AM	:30	\$650.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
											\$650.00	

Line: 30

10/07/12	Sunday	11:14:58 AM	:30	\$300.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	
											\$300.00	

Line: 31

10/02/12	Tuesday	3:28:36 PM	:30	\$550.00	OFA-12	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 31

10/03/12	Wednesday	5:58:32 PM	:30	\$550.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/04/12	Thursday	5:28:36 PM	:30	\$550.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/05/12	Friday	5:58:32 PM	:30	\$550.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/08/12	Monday	5:29:16 PM	:30	\$550.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
											\$2,750.00	5

Line: 32

10/02/12	Tuesday	4:27:21 PM	:30	\$375.00	OFA-12-	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/02/12	Tuesday	4:05:21 PM	:30	\$375.00	OFA-12-	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	6	MWASH
10/03/12	Wednesday	4:29:26 PM	:30	\$375.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/04/12	Thursday	4:12:36 PM	:30	\$375.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	4:19:41 PM	:30	\$375.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/08/12	Monday	4:28:36 PM	:30	\$375.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
											\$2,250.00	6

Line: 33

10/02/12	Tuesday	4:43:21 PM	:30	\$375.00	OFA-12-	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/03/12	Wednesday	4:50:36 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/04/12	Thursday	4:35:36 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/05/12	Friday	4:50:51 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/08/12	Monday	4:50:26 PM	:30	\$375.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
											\$1,875.00	5

Line: 34

10/02/12	Tuesday	5:12:05 PM	:30	\$525.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/03/12	Wednesday	5:19:52 PM	:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/04/12	Thursday	5:11:05 PM	:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/05/12	Friday	5:21:02 PM	:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/08/12	Monday	5:12:05 PM	:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	6	MWASH
10/08/12	Monday	5:50:56 PM	:30	\$525.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
											\$3,150.00	6

Line: 35

10/02/12	Tuesday	5:56:21 PM	:30	\$600.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
10/03/12	Wednesday	5:43:07 PM	:30	\$600.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/04/12	Thursday	5:35:16 PM	:30	\$600.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/05/12	Friday	5:57:21 PM	:30	\$600.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/08/12	Monday	5:50:18 PM	:30	\$600.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											\$3,000.00	5

Line: 36

10/02/12	Tuesday	6:19:47 PM	:30	\$1,200.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
10/03/12	Wednesday	6:05:19 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/03/12	Wednesday	6:29:01 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	6	MWASH
10/04/12	Thursday	6:11:38 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51595												
Line: 36												
10/05/12	Friday	12:58 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/08/12	Monday	20:02 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
											6	
Line: 37												
10/06/12	Saturday		:30	\$400.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	
Line: 38												
10/07/12	Sunday		:30	\$325.00		630p Local 12 News Su	6:30 PM-7:00 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	
Line: 39												
10/02/12	Tuesday	7:11:12 PM	:30	\$1,200.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/03/12	Wednesday	7:27:34 PM	:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/04/12	Thursday	7:04:56 PM	:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/05/12	Friday	7:04:11 PM	:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/08/12	Monday	7:28:34 PM	:30	\$1,200.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											5	
Line: 40												
10/02/12	Tuesday	7:43:22 PM	:30	\$1,500.00	OFA-12-	M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
10/03/12	Wednesday	7:43:22 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	3	MWASH
10/04/12	Thursday	7:51:29 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	5	MWASH
10/05/12	Friday	7:35:00 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	4	MWASH
10/08/12	Monday	7:43:20 PM	:30	\$1,500.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											5	
Line: 41												
10/08/12	Monday	8:58:41 PM	:30	\$3,000.00		Mon Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	
Line: 42												
10/02/12	Tuesday	8:18:57 PM	:30	\$4,500.00	OFA-12-	Tue Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
Line: 43												
10/02/12	Tuesday	9:29:15 PM	:30	\$1,600.00	OFA-12-	Tue Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	
Line: 44												
10/03/12	Wednesday	9:58:18 PM	:30	\$7,500.00		Wed Spec	(8:30:00 PM-10:00:00	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	
Line: 45												
10/04/12	Thursday	9:43:00 PM	:30	\$2,000.00		Thu Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 46

10/05/12	Friday	3:39:38 PM	:30	\$1,000.00		Fri Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	

Line: 47

10/05/12	Friday		:30	\$3,500.00		Fri Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	

Line: 48

10/06/12	Saturday	5:58:11 PM	:30	\$1,400.00		Sat Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	

Line: 49

10/07/12	Sunday	7:19:32 PM	:30	\$5,000.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	

Line: 50

10/07/12	Sunday	3:39:18 PM	:30	\$5,500.00		Sun Reg 2	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	

Line: 51

10/07/12	Sunday	9:18:57 PM	:30	\$2,400.00		Sun Reg 3	(9:00:00 PM-10:00:00	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 52

10/02/12	Tuesday	1:18:42 PM	:30	\$1,100.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
10/03/12	Wednesday	1:04:53 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	4	MWASH
10/04/12	Thursday	1:12:23 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	5	MWASH
10/05/12	Friday	1:06:14 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	2	MWASH
10/08/12	Monday	1:19:49 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	3	MWASH
											5	

Line: 53

10/06/12	Saturday	1:27:15 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 54

10/07/12	Sunday	1:33:10 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 55

10/02/12	Tuesday	1:46:15 PM	:30	\$750.00	OFA-12-	Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
10/03/12	Wednesday	2:24:45 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	*a	P-2	2	MWASH
											2	

Line: 56

10/06/12	Saturday	2:52:55 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	

Line: 57

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/02/12-10/08/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51595

Line: 57

10/06/12	Saturday	2:22:43 XM	:30	\$175.00		Sat 1205a-105a	12:05 XM-1:05 XM	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 58

10/07/12	Sunday	:57:31 PM	:30	\$750.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	*a	P-2	1	MWASH
											1	

Line: 59

10/07/12	Sunday	2:44:11 XM	:30	\$100.00		Sun 1205a-105a	12:05 XM-1:05 XM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	

Line: 60

10/06/12	Saturday	:24:01 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	

Line: 61

10/07/12	Sunday	:34:14 PM	:30	\$9,000.00		Bengals vs Miami	(1:00:00 PM-4:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 62

10/07/12	Sunday	:43:18 PM	:30	\$5,000.00		NFL Regular Season	(4:00:00 PM-7:00:00 P	OBAMA 4 AMERICA *A	*a	P-3	1	MWASH
											1	

Line: 63

10/07/12	Sunday		:30	\$900.00		M-Su 5a-2a	(4:15:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	*a	P-4	1	MWASH
											1	
											167	
											167	
											167	
											167	
											167	

[Filtered by:] [Sorted by: Station]